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Spring 2017

## Littlel Looks & Big Pictures- a Personal Blog

Kylie Kreischer  
*University of Iowa*

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LITTLEL LOOKS & BIG PICTURES- A PERSONAL BLOG

by

Kylie Kreischer

A thesis submitted in partial fulfillment of the requirements  
for graduation with Honors in the Journalism and Mass Communication

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Heather Spangler  
Thesis Mentor

Spring 2017

All requirements for graduation with Honors in the  
Journalism and Mass Communication have been completed.

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Heather Spangler  
Journalism and Mass Communication Honors Advisor

# little looks & big pictures

BY : K Y L I E K R E I S C H E R



A FASHION AND LIFESTYLE BLOG

## Abstract

Little Looks & Big Pictures is a fashion and lifestyle blog I designed for my Journalism & Mass Communication Honors Project. For this project, I created a Wordpress site, a Facebook page, an Instagram account, and a Pinterest account. Along with posting consistently on the blog and on social media, I analyzed the analytics, researched different audiences, engaged with the blogging community, and much more. Below are links to the blog posts and previews of the blog site design and the social media accounts.



WEBSITE

# little looks & big pictures

BY KYLIE KREISCHER

f t p @ in

FASHION LIFESTYLE ABOUT CONNECT

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## Black Bell Sleeves Top

April 12, 2017

I can't get enough of bell sleeves! It is by far my favorites 70's trend. This little look is so easy and pulls in the over-the-knee boot trend, as well. Shop the look below! Bell Sleeves Top: The bell sleeves top was originally from H&M, but unfortunately it is sold out now! Below I linked...

[READ MORE](#)

Kylie

14 Comments



## Current Skin Care Favorites

April 7, 2017

I could shop for skin care products all day long. If you take me in to an aisle lined with lotions, serums, cleansers, and oils, good luck getting me back out. Whether I'm looking for tone-correcting magic or an acne-serum to clear it all up, I am always on the hunt for a new product to try. I have never...

[READ MORE](#)

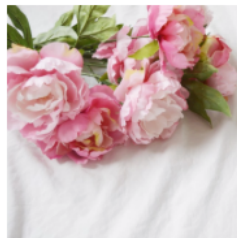
Kylie

25 Comments



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## BLOG POSTS:

- [Welcome to the Blog](#)
- [Blogger Crushes & Must Reads](#)
- [Fitness Finds + Workout Playlist](#)
- [DIY Latitude & Longitude Distance Board](#)
- [Valentine's Day Roundup for a Night In or a Night Out](#)
- [Simple, Cozy Layers + Denim](#)
- [10 Things I Learned in My First Months of Blogging](#)
- [Transitional Pieces: Chambray Babydoll Top](#)
- [Little Looks Wishlist](#)
- [Living in Lace](#)
- [Cocktail and Party Dresses for Formal Events](#)
- [Current Skin Care Favorites](#)
- [Black Bell Sleeves Top](#)
- [Spring Shoe Roundup](#)

## FACEBOOK



### Little Looks & Big Pictures

April 23 at 12:00pm · 🌐

New post up on the blog! Sharing my favorite spring shoe finds! Hint: There is lots of blush, mules, and sneaks!



#### Spring Shoe Roundup

Shop The Look: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 My favorite seasonal trends are always in spring! I can't get enough of soft tones and flowy, feminine looks. This spring has some especi...

LITTLELOOKSBIGPICTURES.COM



### Little Looks & Big Pictures

April 15 at 3:00pm · 🌐

Sharing my current skin care favorites on the blog! Check it out and let me know what your favorites are!



#### Current Skin Care Favorites

I could shop for skin care products all day long. If you take me in to an aisle lined with lotions, serums, cleansers, and oils, good luck getting me back out. Whether I'm looking for tone-co...

LITTLELOOKSBIGPICTURES.COM



### Little Looks & Big Pictures

March 20 · 🌐

New look up on the blog! Loving this lace top that is so easy to dress up or down!



#### Living in Lace

My style is as girly is at gets. I love lace, ruffles, pastels, and everything sweet and feminine, so I am definitely crushing on all of these girly spring trends! I found this top at H&M and I...

LITTLELOOKSBIGPICTURES.COM



### Little Looks & Big Pictures

April 14 at 2:00pm · 🌐

Graduation isn't too far away... Check out my roundup on formal dresses for a little inspiration!

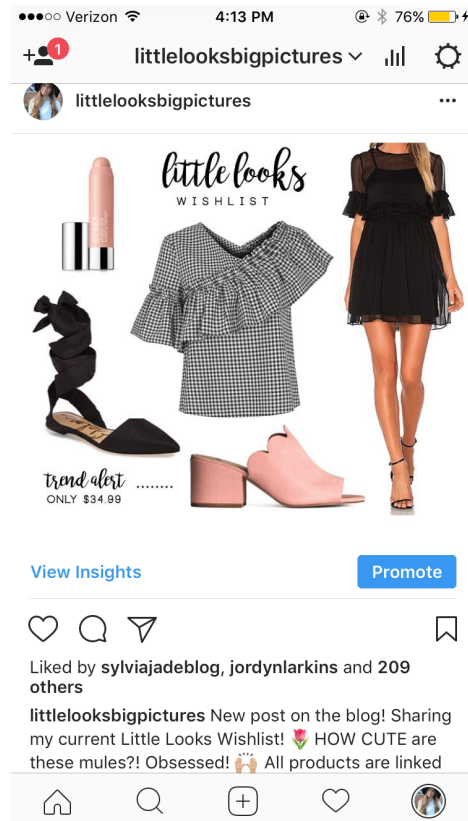
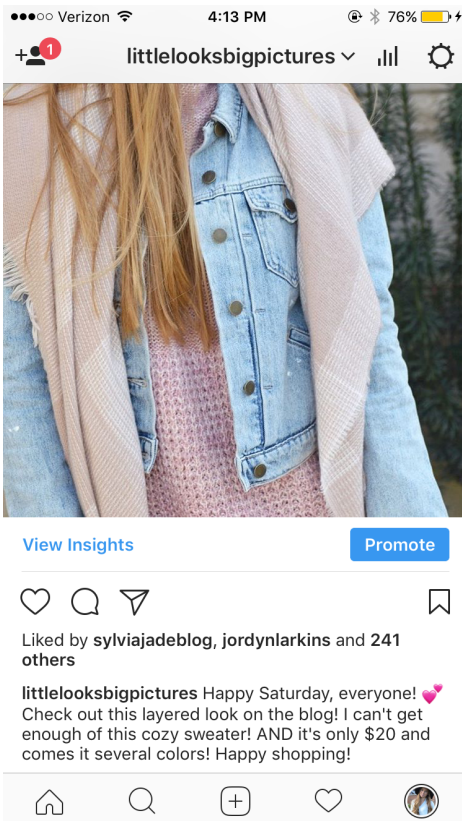
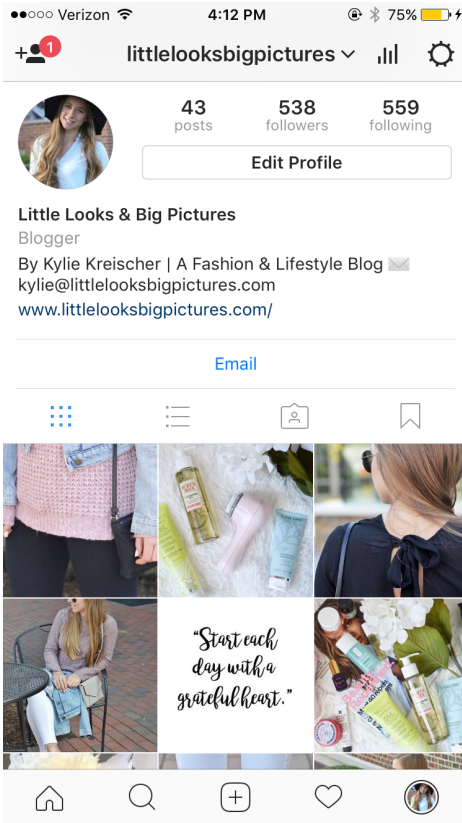


#### Cocktail and Party Dresses for Formal Events

From left to right: Lovers + Friends | Donna Morgan | State of Being | NBD | Love, Nickie Lew It's about that time of year where the formal events begin! Whether you are looking forward to an...

LITTLELOOKSBIGPICTURES.COM

# INSTAGRAM





## PINTEREST

# Little Looks & Big Pictures

232  
Followers

91  
Following

[www.littlelooksbigpictures.com](http://www.littlelooksbigpictures.com)  
Little Looks & Big Pictures is a fashion & lifestyle blog that brings together creative, chic, and inspiring ideas!



**Dream Home**  
35 Pins



**Little Looks & Big Pictures**  
35 Pins



**Beauty**  
24 Pins



**Explore**  
30 Pins



**Healthy Eats**  
65 Pins



**More Dessert Please**  
35 Pins

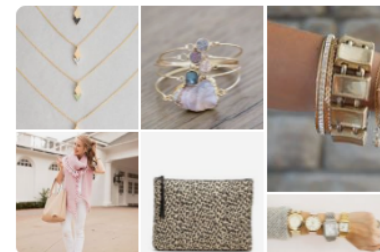
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**Tasty**  
35 Pins



**Cheers**  
15 Pins



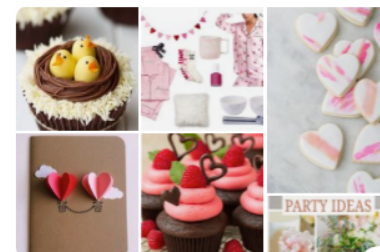
**Accessories**  
12 Pins



**Shoes**



**DIY**



**Holidays**

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# ANALYTICS

## WEBSITE

Date	Sessions	Users	Pageviews	Pages/Session	Session Duration	Bounce Rate
12/15/16-1/15/17	233	222	454	1.95	0:51	61.37%
1/16/17-1/22/17	61	48	57	2.57		57%
1/22/2017-1/28/2017	117	89	204	1.74	1:42	66.67%
1/29/2017-2/5/2017	43	33	96	2.23	2:39	34.88%
2/6/17-2/12/17	65	51	104	1.60	0:49	58.46%
2/13/17-2/19/17	142	123	255	1.8	0:58	65.49%
2/20/17-2/26/17	42	31	106	2.52	4:59	47.62%
2/27/17-3/5/17	41	36	114	2.78	7:36	51.22%
3/6/17-3/12/17	92	75	199	2.16	2:10	43.48%
3/13/17-3/19/17	32	29	54	1.69	0:49	65.625
3/20/17-3/26/17	55	45	96	1.75	2:01	60%
3/27/17-4/2/17	33	30	73	2.21	4:18	48%
4/3/17-4/9/17	75	66	123	1.64	1:40	66.67%
4/10/17-4/16/17	57	43	94	1.65	0:40	56.14%
4/17/17-4/23/17	70	58	133	1.90	1:00	48.57%
4/24/17-4/30/17	50	39	74	1.48	0:32	78%

Date	% New Sessions	Mobile Sessions	Desktop Sessions	Mobile Facebook Referral Page Views	Desktop Facebook Referral Page Views	Instagram Referral Page Views
12/15/16-1/15/17	95.28%	194	31	261	72	58
1/16/17-1/22/17	62.3%	44	21	32	10	20
1/22/2017-1/28/2017	62.39%	77	39	42	26	9
1/29/2017-2/5/2017	60%	32	11	7	12	59
2/6/17-2/12/17	47.69%	36	30	26	29	16
2/13/17-2/19/17	64.79%	68	70	84	76	-
2/20/17-2/26/17	57.14%	25	17	-	6	39
2/27/17-3/5/17	46.34%	24	16	36	7	20
3/6/17-3/12/17	22.43%	49	42	10	8	-
3/13/17-3/19/17	62.50%	10	20		8	12
3/20/17-3/26/17	50.91%	23	30	3	2	9
3/27/17-4/2/17	81.82%	11	22	13	11	9
4/3/17-4/9/17	74.67%	28	47	20	16	-
4/10/17-4/16/17	57.89%	11	44	7	15	-
4/17/17-4/23/17	67.14%	26	44	13	-	26
4/24/17-4/30/17	52%	22	28	7	32	-

## FACEBOOK

Date	Posts	Page Likes This Week	Total Page Likes	Page Views	Reach	Post Engagements
12/16/2016-1/13/17	5	22	22	16	48	49
1/14/17-1/22/17	1	35	30	5	425	65
1/22/2017-1/28/2017	1	10	38	6	806	101
1/29/2017-2/5/2017	1	5	52	2	59	27
2/6/17-2/12/17	1	4	55	4	498	86
2/13/17-2/19/17	5	13	68	13	852	202
2/20/17-2/26/17	3	8	72	2	131	25
2/27/17-3/5/17	1	0	72	7	430	56
3/6/17-3/12/17	4	0	72	11	552	68
3/13/17-3/19/17	5	12	84	17	492	160
3/20/17-3/26/17	2	4	88	13	360	20
3/27/17-4/2/17	3	14	103	16	363	25
4/3/17-4/9/17	1	9	112	11	518	47
4/10/17-4/16/17	3	6	117	3	171	16
4/17/17-4/23/17	3	1	118	18	346	55
4/24/17-4/30/17	3	9	125	19	264	40



## INSTAGRAM

Date	Posts	Followers	Following	Avg. Likes Per Post	Avg. Comments Per Post	Impressions	Reach	Profile Views	Website Clicks	Email Click
12/15/16-1/12/17	7	143	145	50	3	1,402	294	464	28	1
1/14/17-1/22/17	3	164	220	61	3.3	557	197	107	7	0
1/22/2017-1/28/2017	3	182	241	74	4.25	795	355	133	10	0
1/29/2017-2/5/2017	3	237	247	85	5	1,834	679	295	32	1
2/6/17-2/12/17	3	241	261	87	5.5	1,011	295	97	8	1
2/13/17-2/19/17	5	296	334	98	8	2,387	1,073	364	2	-
2/20/17-2/26/17	3	357	380	108	10	1,585	468	382	17	-
2/27/17-3/5/17	3	384	398	116	10.5	1,062	365	194	7	-
3/6/17-3/12/17	4	449	471	120	12.16	2,514	1,117	362	16	-
3/13/17-3/19/17	1	481	513	126	13.87	606	268	190	6	-
3/20/17-3/26/17	3	474	500	130	13.82	649	314	51	2	-
3/27/17-4/2/17	3	465	518	130	13	1,011	349	70	2	-
4/3/17-4/9/17	3	508	557	134.34	14.56	823	403	165	6	-
4/10/17-4/16/17	1	511	513	136.98	14.65	530	307	113	1	-
4/17/17-4/23/17	3	562	566	144.8	15.43	2,059	563	336	12	
4/24/17-4/30/17	2	543	561	144.8	15.43	541	313	66	-	-

## PINTEREST

Date	Followers	Following	Pins	Avg. Daily Impressions	Avg. Daily Viewers	Avg. Monthly Viewers	Avg. Monthly Engaged	Clicks to Website	Activity from LLBP- Avg. Daily Impressions	Activity from LLBP- Avg. Daily Viewers
1/1/17-1/13/17	37	30	101	80	59	1302	11	0	-	
1/14/17-1/22/17	41	37	197	88	64	1,515	12	0	-	
1/22/2017-1/28/2017	43	40	199	132	86	1,748	17	0	-	
1/29/2017-2/5/2017	42	40	203	55	45	1725	20	0	-	
2/6/17-2/12/17	39	40	204	73	45	690	17	0	-	
2/13/17-2/19/17	45	45		445	329	2,869	27	0	25	13
2/20/17-2/26/17	60	50		59	48	3,027	29		2	2
2/27/17-3/5/17	69	50	319	143	92	3,400	32			
3/6/17-3/12/17	113	71	344	151	102	3,512	34			
3/13/17-3/19/17	123	84	431	356	198	4,083	40	-		
3/20/17-3/26/17	130	86	460	172	113	3,800	47	-	33	10
3/27/17-4/2/17	135	86	473	254	189	3,800	47		33	10
4/3/17-4/9/17	140	80	480	170	104	3,920	55		38	15
4/10/17-4/16/17	152	87	490	150	96	3,936	175		46	19
4/17/17-4/23/17	153	89	500	213	154	3,934	177	1	58	24
4/24/17-4/30/17	223	91	517	294	215	4,757	212	-	68	50

# FOLLOWERS ON SOCIAL MEDIA

